PRESS RELEASE

PIAGGIO GROUP AT 31.6% OF ITALIAN TWO-WHEELER MARKET

Pontedera, 4 September 2012 – In August the Piaggio Group again reported an increase in its shares of the most important segments of the Italian two-wheeler market, and confirmed its outright leadership position with an overall share of 31.6% for the period January-August 2012, an improvement of 3.8 percentage points from the first eight months of 2011. According to figures published today by Confindustria Ancma, the association of Italy’s leading two-wheeler constructors, in the first eight months of the year the Piaggio Group reported a healthy performance in the scooter segment, assisted in part by registrations of the Liberty scooters it is supplying to the Italian Post Office. In the scooter segment, for the first eight months of 2012 the Group had a market share of 40.2% (+3.9 percentage points with respect to January-August 2011).

The Group’s share of the Italian motorcycle sector for the period January-August 2012 was stable at 6.1%, with growth of 0.3 percentage points in the first eight months of the year in the over 700cc segment (a 7.7% share for the period January-August 2012). The result arose on the positive performance of the new models launched by Moto Guzzi and Aprilia in large motorbikes.

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